
Progress report on the Global Citizen partnership

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Useful references: Global Citizen Partnership – Enhancing Global Advocacy for Increased Investment in SDG 2 ([EB 2021/134/R.66](#)).

Action: The Executive Board is invited to review the progress report on the Global Citizen partnership.

Technical questions:

Bruce Murphy
Officer-in-Charge
Communications Division
e-mail: b.murphy@ifad.org

Ronald Thomas Hartman
Director
Global Engagement, Partnership and Resource
Mobilization Division
e-mail: r.hartman@ifad.org

Progress report on the Global Citizen partnership

A. Background

1. The ongoing partnership between IFAD and Global Citizen, initiated in 2019, has been instrumental in fostering greater support and visibility for small-scale farmers and rural communities and emphasizing the importance of sustainable agriculture in addressing key Sustainable Development Goals (SDGs); specifically, SDG 1 (no poverty), SDG 2 (zero hunger) and SDG 13 (climate action).
2. A three-year grant agreement between IFAD and Global Citizen was approved by the Executive Board in December 2021 and signed in November 2022 to drive meaningful change in agriculture and rural communities by addressing the interconnected challenges of poverty, hunger and climate change. The partnership aims to mobilize support for policies and investments in inclusive and sustainable agriculture and rural development, generating solutions for poor and vulnerable rural populations in line with the 2030 Agenda. Specifically, the partnership objectives are: (i) securing policies and increased investments focused on agriculture and rural communities to address the challenges of rising poverty, hunger and climate change, thereby meeting the targets of SDGs 1, 2 and 13; (ii) building a coalition of partners committed to investing in rural people and promoting commitments to SDGs 1, 2, and 13; and (iii) providing a global platform to highlight rural and agricultural development for policymakers, civil society and the private sector, thereby gaining exposure for these commitments.
3. The first progress report was shared with the Executive Board for information in April 2023, as activities started in early 2023. Since then, efforts during the reporting period (April 2023 to March 2024) have focused on scaling up the partnership to advocate at all levels to increase awareness and commitment to sustainable food systems transformation and support for priority areas of IFAD's global engagement. This is in line with the strategic objectives of IFAD's regular grant programme outlined in the Regular Grants Policy.¹
4. IFAD's collaboration with Global Citizen has expanded through continued advocacy and coalition-building, and is providing a prominent platform for promotion of rural transformation. Furthermore, it has supported effective advocacy and increased visibility for the needs of small-scale farmers, sustainable agriculture and food security.

B. Overview of the reporting period

5. During the reporting period, Global Citizen delivered high-visibility moments across all components of the grant in line with the partnership objectives. During the reporting period, the focus was on:
 - (i) **Securing policy and financial commitments in support of SDGs 1, 2 and 13:** policy support and increased financial commitments, focusing on influencing agriculture and rural communities positively;
 - (ii) **Building a coalition of partners:** creating a coalition involving civil society partners, champions and global citizens focused on investing in rural people and smallholder farmers; and
 - (iii) **Advancing the global dialogue for rural development:** leveraging major events, media and social media channels and providing a global platform to policymakers, civil society, young people and the private sector to emphasize the significance of rural and agricultural development.
6. Top highlights include actions to end hunger as the central pillar of the Global Citizen Festival in New York in September, held back to back with the United

¹ EB 2021/132/R.3.

Nations General Assembly; positioning of IFAD in the Power Our Planet concert in Paris in June; and key financial commitments to the Thirteenth Replenishment of IFAD's Resources (IFAD13) announced on stage at the Global Citizen Festival in front of audiences of over 100 million.² The partnership continues to champion and increase awareness of the need to address growing levels of poverty and hunger and to take action in response to climate change. Demonstrable results, including commitments on SDGs 1, 2 and 13, were also achieved during the reporting period.

7. Progress made during the reporting period also laid important groundwork for grassroots mobilization on upcoming milestones, including the United Nations Framework Convention on Climate Change (UNFCCC) climate conferences and G7 and G20 alliances. The engagement with Brazil around the G20 Global Alliance Against Hunger and Poverty in particular has provided meaningful collaboration opportunities. Continuing to stress the importance of financing partnerships to assembling finance to end hunger and poverty, as well as increasing catalytic investment by the private sector were concrete objectives set during the grant reporting period.

C. Results achieved

8. The following key results were achieved based on the workplan for 2023 and delivered through the various components of the grant:³
 - **Component 1 - Deliver an intensive advocacy campaign to drive progress on SDGs 1, 2, and 13.** The grantee exceeded grant deliverables, convening three high-level events focused on raising awareness for SDGs 1, 2 and 13, including Global Citizen NOW (New York), the Power Our Planet summit, and the Global Citizen Festival. IFAD moments included a feature panel at the New York event; the announcement of France's championing of IFAD13 at Power Our Planet, which received 4,000 media hits across 35 countries reaching an estimated 9.7 million people; and the Global Citizen Festival, with pledges to IFAD13 from Norway and France broadcast live and through video on demand to 100.8 million people.
 - **Component 2 - Mobilize support from the ground up.** 15 unique digital actions were taken during the grant period specifically advocating for commitments towards SDGs 1, 2 and 13. Global Citizen's banner campaign "Defeat Poverty, Demand Equity, Defend the Planet" totalled over 3,461,638 actions. Of these, 577,339 were taken on global food security with 391,478 (or 11 per cent of the total) specifically related to IFAD's mission and mandate. The Global Citizen Festival launched a call to action "Face Up to Hunger" – which mentioned IFAD and asked global citizens to submit "selfies" as signatures to the campaign. In all, 3,886 people participated.
 - **Component 3 - Private sector engagement.** The grantee cultivated private sector engagement on the Zero Hunger Pledge, the Power Our Planet summit and concert, and by convening private sector-led roundtables at the World Economic Forum with the Davos Food Security Panel and during the General Assembly week with the Citi Hunger Panel. The Zero Hunger Pledge petition launched on World Food Day 2023 received over 8,000 signatures.
 - **Component 4 - Management and knowledge-sharing to achieve shared objectives.** The grantee is on track in terms of management and knowledge-sharing deliverables, with more of these slated for years two and three of the grant, as anticipated, including planning a knowledge-sharing workshop for collaboration between organizations working on issues relevant to SDGs 1, 2 and 13.

² Audience data including both live and video on demand as at 14 October 2024.

³ See annex II for a complete breakdown of grant components and key performance indicators.

D. Conclusion

9. During the reporting period, Global Citizen and IFAD continued to partner for tangible results and made progress on the stated objectives. Global Citizen added value in particular in securing high-level champions for key events and strongly advocating for SDGs 1, 2 and 13.
10. The growing partnership between IFAD and Global Citizen has yielded valuable insights and lessons during implementation of the grant thus far, including the power of high-profile partnerships to build support, the importance of grassroots mobilization and the need for data-driven advocacy. Through the experience gained, IFAD can continue to build strong partnerships, amplify its message and drive positive change in the lives of rural communities around the world.
11. Looking ahead, the grant will continue to leverage global policy platforms such as G20, United Nations General Assemblies, and COPs, as well as Global Citizen-led campaigns and events, to mobilize political support and finance for SDGs 1, 2 and 13. It will amplify the voices of rural communities and advocate for the critical role of the multilateral system in addressing global challenges, including the climate-food-peace nexus. Global Citizen will also increase engagement with private sector leaders to unlock innovative financing mechanisms and scale up advocacy for climate action. In partnership with IFAD, a key focus will be to advocate for addressing the chronic lack of climate finance that benefits small-scale farmers and vulnerable rural populations in marginal areas.
12. In an increasingly competitive development landscape, where official development assistance is under pressure, these efforts and IFAD's partnerships will be even more crucial to secure the necessary support for rural people and food systems.

Highlights of progress provided by Global Citizen

1. The year commenced with a dynamic start at the World Economic Forum in Davos. The thought leadership panel discussion held by Global Citizen and Citi at this prestigious event laid a solid foundation for IFAD's ambitious goals throughout the year. February was a pivotal month, featuring the **Indigenous Peoples Forum**, which was vigorously promoted across all social media channels. A significant moment during this period was securing [a video message from Prime Minister Mia Mottley of Barbados](#) for the IFAD Governing Council. This not only served as a major highlight but also exemplified the calibre of voices and campaigning that would be championed throughout the year. The first quarter concluded with a strong showing at **Global Citizen NOW** – a dynamic two-day programme convening the brightest minds and leading voices across all spheres of society, from world leaders to grassroots activists. A special mention goes to the [high-level panel](#) held during Global Citizen NOW, which saw the participation of the IFAD President Alvaro Lario and the PepsiCo Foundation's President, C.D. Glin, and the side event "Food for Thought," held on the margins, which featured Sabrina Elba and other key voices. A Global Citizen Prize was also given in recognition of smallholder farmer Wangari Kuria, with the [award presented](#) by President Lario, marking the beginning of her influential role in the IFAD campaign.
2. June was marked by the groundbreaking **Power Our Planet: Live in Paris** event, which brought together 20,000 activists, leaders from the Global South and artists to advocate for climate-vulnerable countries. During his meeting with Sabrina Elba on the margins of the climate financing summit, President Macron announced that **France would host the fourth session of the IFAD13 Consultation, a highlight that** was further amplified by an [impactful stage moment](#) featuring Sabrina Elba, Wangari Kuria and climate activist Wawa Gatheru. The event also featured a showing of the [New Day video](#).
3. Leveraging the momentum from these events, IFAD headed towards the annual September Global Citizen Festival with a focused strategy. The campaign concentrated on the global food crisis, launching a suite of actions and making this the focus of the festival, for **the first time, hosting a live petition action to end hunger**. Key governments were targeted for early commitments, leading to a significant outcome at the festival: pledges totalling [US\\$240 million for IFAD](#). The Global Citizen Festival provided a notable platform for early significant pledges: Norway increased their pledge by 50 per cent to US\$90 million, and France made a historic commitment of US\$150 million, which was announced by President Macron via video message. This success propelled momentum post-festival.
4. In the last quarter of the year, which featured the build-up to the fourth session of the IFAD13 Consultation, a strong focus was maintained [on IFAD on World Food Day](#) in October. A civil society letter supporting IFAD garnered significant Global Citizen signatories. At COP28, IFAD and Global Citizen facilitated President Lario's participation in the event focused on special drawing rights, which featured heads of multilateral development banks, foundations and relevant governments. Additionally, Global Citizen Vice-President of Global Advocacy and Policy, Friederike Roder, [moderated the opening of the IFAD event](#) at the Food Pavilion. The pledge by the Kingdom of the Netherlands, announced at this event, was extensively promoted across IFAD media channels, including a dedicated thank-you action.
5. In 2023, **a record-breaking number of 577,339 actions were taken by global citizens on food security, of which 391,478 were specifically IFAD-related actions**. The partnership has been instrumental in advancing the agenda for rural development and addressing key global challenges. The year witnessed significant milestones in advocacy, funding and coalition-building that surpassed expectations and set a strong foundation for the next two years of the grant partnership.

Progress on grant components

	Ongoing
	Target met
	Exceeded expectations

* Note - Activity on learning trip (not included in the table) based on prior discussion to move to year 2 or 3

	Activities
Deliver an intensive advocacy campaign to drive progress on goals	
Convene two high-level events to engage key champions (when and as strategic)	<ol style="list-style-type: none"> 1. Global Citizen NOW (panels and side events) 2. Power Our Planet 3. Global Citizen Festival (GCF)
Develop tailor-made written content pieces (4+ per year) centred on telling the untold stories of the food system	<ol style="list-style-type: none"> 1. Indigenous Peoples - content piece 2. Farmers on the Front Lines - Mexico (21 April) 3. Global Citizen Australia open letter on IFAD (31 May) 4. Post GCF piece
Develop long-form videos (at least 1 per year), highlighting champions and/or smallholder farmers themselves, to be used as key assets throughout the campaign	<ol style="list-style-type: none"> 1. Norway commitment video with Anne Beathe Tvinneim, Minister for International Development here and here 2. Rwanda/Sherrie Silver replenishment announcement 3. Farmers on the Frontlines video content
Engage top-tier media to broadcast op-eds, articles and blogs on key issues (2 key media pieces per year around key events)	<ol style="list-style-type: none"> 1. Op-ed in Australian Outlook (December) 2. Michael Sheldrick on ABC NewsRadio advocating on behalf of smallholder farmers – Davos (February) 3. Michael Sheldrick on Sky News Australia urging the Australian Government to rejoin IFAD (February) 4. Ron Hartman featured in The Canberra Times (14 March) 5. Forbes op-ed on Fiji and IFAD (17 April) 6. Australian Member of Parliament, Michael McCormack, on Sky News (30 April) 7. Michael Sheldrick on Sky News discussing Power Our Planet and IFAD (May) 8. Michael McCormack on Sky News responding to Global Citizen's Day of Action and open letter to the Australian Government (September) 9. Substantial global coverage generated around the GCF IFAD pledging moments, including Reuters: France pledges \$150 million to UN's IFAD fund for rural areas 10. GCF review in The Guardian highlighting IFAD commitments (September) 11. Pledges to IFAD made during GCF highlighted on ReliefWeb (September) 12. Pledges to IFAD made during GCF highlighted in Daily Mail Online (September) 13. Pledges to IFAD made during GCF covered by Le Monde (September) 14. Pledges to IFAD made during GCF covered by Agence France-Presse and syndicated across France (September) 15. José Ramos-Horta, President of Timor-Leste, highlighting IFAD in Reuters interview (September) <ol style="list-style-type: none"> a. Reprinted across Reuters Japan, ABC News Australia, South China Morning Post, The Japan Times, The Sydney Morning Herald, The Jakarta Post, Yahoo News Canada and more 16. President José Ramos-Horta, highlighting IFAD in The Guardian (September) 17. Op-ed placed in The Hamilton Spectator (Canada) highlighting pledges made to IFAD during GCF (October)
Coordinated campaigning and communications around IFAD's Governing Council events	<ol style="list-style-type: none"> 1. Securing video message from Mia Mottley, Prime Minister of Barbados

Plan and execute high-level meetings with targeted champions and world leaders		<ol style="list-style-type: none"> 1. Michael McCormack's meeting with former Deputy Prime Minister/Minister for Agriculture and Opposition Aid spokesperson to advocate for Australia's role in IFAD (February) 2. Global Citizen NOW side events and bilaterals (Mia Mottley, Michael McCormack, Sabrina Elba, C.D. Glin, Alok Sharma) 3. Power Our Planet high-level dinner 4. Meeting with President Ramos-Horta (September)
Mobilize support from the ground up		
Engage key leaders of regional bodies and development banks, through Global Citizen events and/or Global Citizen Festivals		
Engage key stakeholders during campaign milestones such as COP28, G20, Nutrition for Growth, and Global Citizen tentpole moments		<ol style="list-style-type: none"> 1. A farmer as Global Citizen Prize Winner 2. Wawa Gatheru at Power Our Planet plus activists at events 3. Farmers on the Frontlines series 4. Open letter from civil society organizations 5. Booklet of messages to Norway 6. Global Citizen Australia open letter on IFAD
Facilitate outreach and meetings with key government officials and champions in countries where IFAD has programming		Prioritize for next year
Digital actions – tweets, petitions, e-mails, call actions, etc. – advocating to governments for greater financial commitments towards SDG 1, 2 and SDG 13		<ol style="list-style-type: none"> 1. Indigenous Peoples Forum quiz action 2. Spain: IFAD President visit 3. "Climate Crisis is a Food Crisis: Tell Leaders to Act" action (July) 4. Tweet action: World Leaders: Now is the Time To Secure the Future of Our Food 5. Petition to support Farmers, Indigenous Peoples and Youth Calling for a Food-Secure World and Open Letter to Drive Food Security 6. Tweet post festival: World Leaders: Make the Future Food-Secure 7. World Food Day e-mail 8. Tweet: France Take Bold Actions for Farmers and Food Security 9. Tweet: Norway Increase Your Support for Smallholder Farmers and Help End the Hunger Crisis 10. Tweet: Australian Leaders: Help Build a Better World by Rejoining IFAD 11. Leave A Message: Australia Champion Smallholder Farmers by Rejoining IFAD 12. Quiz: New State of Food Security and Nutrition in the World (SOFI) Report 13. E-mail: World Leaders Investing in Rural Communities is Investing in Our Future 14. Champion smallholder farmers 15. Tweet: Spain: Will You Be a Champion for Rural Communities?
Work with civil society advocates and increase their voice through the Global Citizen platform		<ol style="list-style-type: none"> 1. Wangari Kuria: Power Our Planet stage moment and SDG 2 booth at Power Our Planet 2. Published the Open Letter: Farmers, Indigenous Peoples and Youth Call for Investment in IFAD 3. Worked closely with Hungry for Action and SDG 2 hub over the year, ensuring that IFAD was incorporated in key messaging
Private sector engagement		
Convene a private sector round table that galvanizes representation from private sector, youth voices, pop culture and policy		<ol style="list-style-type: none"> 1. Davos Food Security Panel (January) 2. Citi Hunger Panel (September)
Curate content that draws in a corporate audience, in particular identifying potential overlaps with Global Citizen's corporate partners for opportunities such as op-eds and appearances		<ol style="list-style-type: none"> 1. Zero Hunger Pledge action

Feature IFAD prominently among the list presented to corporate partners ahead of major Global Citizen events		<ol style="list-style-type: none"> 1. Global Citizen NOW 2. GCF 3. Power Our Planet event
Management and knowledge-sharing to achieve shared objectives		
Staff engagement to execute campaign		Yes + Implemented timesheets per recommendation from previous grant period
Top-level meetings to align on strategy for the coming year		Yes + Weekly cross-team meetings and additional “war room calls” in lead up to replenishment meetings
Bimonthly reports		Monthly narratives compiled into end-of-year report
Support the mainstreaming of knowledge across key staff implementing the project		